



T.A. Crain, Manager Equal Opportunity Head Office, along with Wood River's Harv Birmingham, and Sam Hutchinson, and John Clark, Head Office, at the Urban League convention recently held at the Park Plaza hotel in St. Louis. Shell sponsored a booth at the hotel for two days during the event, dispensing information about the Company. Mrs. Mary Hyndman, not pictured, also from the Refinery, helped staff the booth.

Project 828 --the "why" behind a new gasoline

(Editor's note: In an interview for Shell Review and other Shell newspapers, J.C. Sealey, General Manager, Retail Marketing, Head Office, provides some insight into the decisions behind Shell's new gasoline and what they will mean in months to come.)

Q. Prior to its introduction, Super Regular was referred to in the Company by the code-brand "Project 828." What's behind the name and why was it used?

A. We used the code name "828" because the "kickoff" date was August 28. We didn't want to tip our hand to competitors that we were coming out with a new gasoline.

Q. What about timing? How long did it take to finalize plans after the new product was approved by the Board of Directors?

A. It went before the Board June 29. You appreciate the fact that we couldn't tell Manufacturing to go ahead until after the Board's approval. By the 10th of July Manufacturing had turned out the first batch of Super Regular. That's really a unique circumstance and they did an excellent job. In fact, everyone involved has produced on an extremely tight schedule to meet the deadline.

We selected August 28 as the nationwide introduction date because we will get the advantage of introducing the new product shortly before the Labor Day weekend. This works out well because September is a good gasoline month.

Q. What other organizations were involved?

A. We worked very closely with T&S. They had to get Super Regular through our distribution system, which can be a very complex problem when a new product is being introduced.

Q. Were there any related problems?

A. Yes, there were literally thousands of pieces that had to be brought together in a logical sequence. Here's just one example: because of the limited time available, we had decal manufacturers working seven days a week.

Q. Why is the new product called Super Regular?

A. We chose the designation Super

Regular because it instantly tells the customer, in terms which he commonly uses, just what the new product is all about. The public knows what regular is and what super is, so Super Regular says something.

Q. Why would a motorist choose Super Regular?

A. The advantage over the regular grade is that it has anti-knock performance and we've built better driveability into this gasoline, which really makes the newer model cars run well. And, of course, it contains very little lead compared to fully leaded regulars.

Q. How do you think dealers and jobbers are going to react to Super Regular?

A. I think they're going to be enthusiastic. I think everybody in the industry as a whole has been disappointed in the response to low octane, non leaded gasolines. Super Regular will satisfy the needs of many more cars.

Q. What are your advertising plans?

A. Sealey went on to describe the opening promotional efforts for Super Regular gasoline. The advertising campaign, which began August 28 and will run well into December, is the heaviest one yet for a Shell gasoline.

The campaign, Sealey noted, includes color ads in all major newspapers starting the 28th, utilization of a combination of network and spot television commercials, and, he said, "we'll be very heavy in radio, which will add additional impact."

There was also the change in pumps for the new gasoline. Shell of the Future was dispensed from a blue pump, while Super Regular comes out of a red one. The blue pumps were covered up until August 28, and repainted red. At the same time, Shell of the Future was removed from the tanks and the new product was pumped in. During the interim, a plastic cover was placed over the pumps, announcing on the outside that a new gasoline was on its way. On the 28th, the covering was removed, following placement of all point-of-sale material and the kickoff of the advertising campaign. Shell is now at full steam, off and running with the new gasoline, Super Regular.



Review

Wood River, Illinois



VOL. 35 NO. 7

WOOD RIVER REFINERY

AUGUST, 1972

United Fund to begin drive

October will once again be the month in which Shell employees are asked to help support the United Fund. This will be the 12th consecutive year that Shell and its employees participate and contribute to the Fund, helping to make their communities a better place to live.

As this issue goes to press, no official kick-off date has as yet been determined, nor the specific goal of this year's Refinery drive. However, the overall Alton-Wood River United Fund goal is \$632,977.00.

Among organizations helped by the United Fund in this area are: the YMCA, the USO, the Red Cross, the Boy Scouts, Piasa Council, the Girl Scouts, River Bluff

Council, the Boys' Club of Bethalto, the Alton Volunteer Emergency Corps, and many other community service activities.

As in the past, any pledge given by an employee can be personally earmarked for any of the local United Fund drives on either side of the river, and if the employee so desires, his gift can also be earmarked for a specific agency.

Chairman this year will be Robby Robinson, Safety Department, with Erv Keister, Operator 1 in the Dispatching Department as Co-chairman.

The theme for this year's drive will be dual in nature: "People Helping People," and "Thanks to you it's working the United Way."

Nozaki reaches peak

Kenzie Nozaki, Senior Staff Research Chemist, MTM Product R&D Laboratory, at the Wood River Research Lab, has been recently promoted to the position of Consulting Research Engineer, the highest technical level in Shell Research.

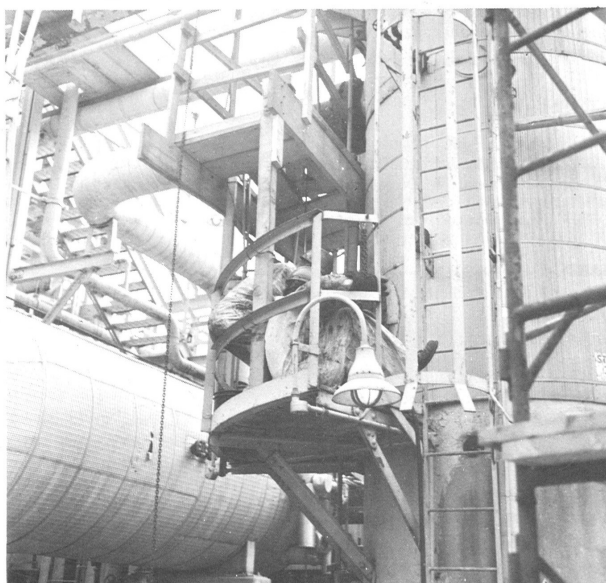
Nozaki holds B.A. and M.A. degrees from UCLA and a Ph.D. in organic chemistry from Stanford University. Ken joined Shell in 1946 and, until three months ago, spent the bulk of his career at the Emeryville research facility.

Nozaki has, among other

accomplishments, made major contributions to the catalytic synthesis of industrial chemicals from low-cost materials. Recently, he discovered a linear copolymer which shows promise as a high-performance thermoplastic.

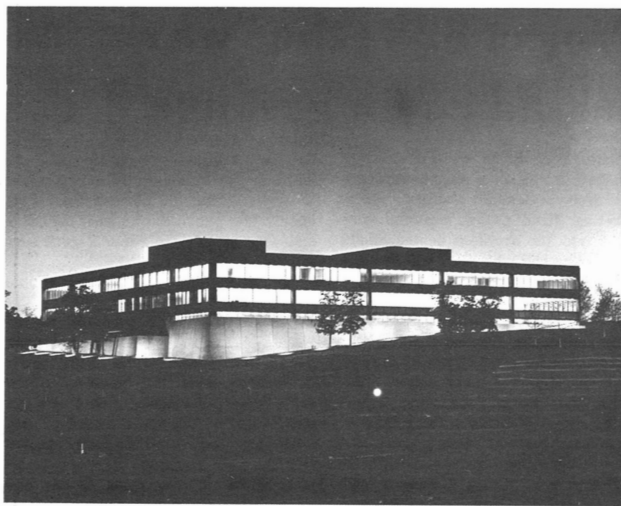
With the promotion, Nozaki moves into rare company; only two other individuals in Shell Research presently hold the title. Nozaki and his wife reside in north St. Louis County. They are the parents of two grown daughters, both still living in California.

Close Quarters



Two employees engage in maintenance at close quarters in the refinery recently. Repair and maintenance of units picked

up towards the end of August, in preparation for the Cat Cracker shutdown in September.



New home for credit card center

More than 800 employees of the Shell Credit Card Center in Tulsa and tons of sophisticated equipment moved into a new home in August.

The striking 187,000-square-foot glass and steel building sits on 20 acres overlooking the city. The two-story building was specially designed to meet the unique requirements of the center's operations and to provide expansion room for future volume and staff, according to Matt W. Boz, manager of the Credit Card Center.

At present, the Credit Card Center has millions of accounts in its files with several million customers being billed monthly.

The building's design allows the majority of the data processing operation to be located on one floor, Boz said. The former location required the work flow to move between floors. Efficiencies in

the new operation should result in substantial savings in time and money as well as improved services to users and customers, the Credit Card Center manager added.

Invoices signed by the customer at a Shell station are forwarded to Tulsa, processed on the most highly complex processing and computer equipment, then billed to the customer.

Once the invoices have been billed, the customer service department takes over responsibility for servicing the account. This involves updating the customer's file on address changes, issuing cards to replace those lost or stolen, answering any questions the customer may have concerning his account and providing any other assistance required. Shell's ACTIONLINE, the first nationwide toll free telephone service in the industry, helps the Center provide services to customers.

A reminder on scholarships

A reminder . . .

November 1, 1972 is the date by which completed entry forms for 50 college scholarships available to Shell children in 1974 must be received in Houston by the Shell Companies Foundation, Incorporated.

Booklets describing the competition and entry forms may be obtained from the Employee Relations office at any Company location. Completed forms should be sent to Scholarship Competition, Shell Companies Foundation, Incorporated, One Shell Plaza, P.O. Box 2463, Houston, Texas 77001.

SRA Happenings

Bridge

The Shell Duplicate Bridge Club will hold their annual Memorial Tournament for the Martha Kimmel Traveling Trophy at 1 p.m. in the Shell cafeteria on Sunday, October 8.

Competition is open to all SRA members and their families. Winners will be eligible to attend the annual winners banquet in December. The present holders of the trophy are Mr. and Mrs. Pete Chiste.

Camera Club

The Camera Club will have its monthly meeting October 3rd in the cafeteria. The program will feature a color slide presentation titled "Portugal and Morocco," a study of contrast in civilizations, made up by Jim and Mildred Fallon. The presentation includes the cities of Tangier, Rabat, Casablanca, Marrakech and Fez, with the emphasis on people.

All SRA members and families are invited to attend and enter competition in the monthly slide contest. All members' friends and guests are invited to attend the meetings as well. Each meeting provides an interesting program in addition to the slide contest.

DEATHS

WILLIAM F. ALLEN, July 10. William was a Pumper Special in Dispatching before retiring in 1954.

RICHARD E. BRETZMAN, July 17. Richard was a Field Machinist 1st before retiring in 1954.

ROBERT K. COOPER, July 8. Robert was a Valve Repairer in Engineering Field before retiring in 1959.

MANN F. DUGAN, July 14. Mann was a Boilermaker Helper 1st before retiring in 1961.

DORSEY J. DURHAM, July 14. Dorsey was an Operator 1st in the Gas Department.

RAYMOND F. GOOCH, June 3. Raymond was an Operator 1st in Effluent Control before retiring in 1962.

WILLIAM H. GRIGG, August 24. William was an Operator 1st in Utilities.

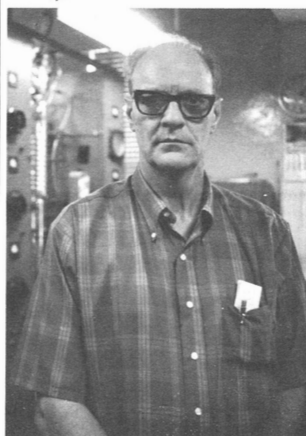
WOODROW H. LAMB, August 23. Woodrow was Operations Foreman in the Cracking department.

ELMER B. MEEK, June 30. Elmer was a Pipefitter 1st in Engineering Field.

ADDIS F. MCCARTHY, August 25. Addis was a Pipefitter 1st in Engineering Field.

EVERETT J. RAY, September 3. Everett was an Operator 1st in Lubricating Oils before retiring in 1969.

Refinery Safety Committee



Dave Grieve



Joe Barra

This is the third and last of a series introducing the members of the Refinery's Safety Committee. This month

featuring Dave Grieve, Special Tester at the Refinery Lab and Joe Barra, Carpenter 1st.

Chicken Little and Doomsday Syndrome

Prophecies of old foretold of war, fire, flood and earthquakes to come, and today's forecasters are almost as gloomy with their predictions of a world devastated by pollution.

The upcoming issue of Shell News, 1972:5, dispels many of the myths about pollution with "Chicken Little and the Doomsday Syndrome," a takeoff on the well-known children's fable.

Other articles in the issue include:

-The story of Shell's persistence in the Uinta Basin of Utah which led to the

discovery of what may turn out to be one of the largest onshore oil fields in recent years.

--A visit with a lady engineer who uses her "calibrated eyeballs" to help prevent pollution at the Houston refinery.

--Candid comments from secretaries on what it takes to be a good boss.

--Grocerymen who handle Shell's No-Pest® Strip Insecticide tackle one of the toughest golf courses in the world, Pebble Beach, in a Shell-sponsored national tournament.® Shell Trademark

Mileage Marathon® in gear again

Traditions are interesting things. Especially the way a tradition becomes one. The Shell Mileage Marathon® grew out of one of those common-place "my car can lick your car" arguments between a couple of Research Lab employees.

Being men of science, they decided to see in an analytical, controlled and, well, scientific way just which car could get the best mileage. The first Marathon was held on May 13, 1939, and-Bingo-instant tradition.

And much more. In addition to being a famous event, the Marathon has become

at once a challenge and a test to Research Lab participants. You don't just fill up the tank and motor around until you run out, followed by a guy with a tape measure. Considerable time, effort, a little money, probably a stray prayer or two, and likely some highly valued cuss words are all expended on the vehicles in three of the four classes.

There are the Unlimited, Modified Automatic and Standard divisions. The Sportsman division is pretty close to the above except for the guy and his tape. The one class where really eye-popping

mileage figures are recorded is the Unlimited. Last year, Skeeter and Eileen Hargrave set a world record of 323.952 ton-miles per gallon. To get the ton-mile figure, by the way, multiply the weight of the car in tons by miles-per-gallon.

The Hargraves' win smacked of tradition, too, in that they won in a car owned and used in the Marathon by the late Bob Greenshields, winner of the '39 run and five others in between.

The Marathon starts this year at 8 a.m. Saturday, September 30, from the field across the River Road from Piasa Boat

Harbor. It will be run in essentially the same way it has in the past few years. Sportsman, Modified Automatic, and Modified Standard, will all have time limits and set courses. The Unlimited is just that, and has no time limit or any other restrictions except the course.

The Marathon has not always run this way. There have been times it ran as a sports car type Rally, and there was a time (1960-63) when it didn't run at all. Reinstated in 1964, the tradition has been going strong, as a challenge to the mechanical and technical competence and ingenuity of entrants.

© Shell Trademark

Defining the image

Who and what is Shell Oil Company?

To one person it's his local Shell dealer; to another his neighbor who works at a Shell refinery. But the vast majority of people never come in direct contact with any of the 33,000 employees who make up a company that's vitally concerned about being a good corporate citizen.

That's the whole idea behind the current corporate advertising campaign, which is going into its second year. "The objective is to build a platform of increased public understanding and acceptance of all Shell activities in the years ahead," explains Hal Power, manager-Institutional Advertising. "There's no substitute for honesty. We show people who and what Shell is by relying on our performances and presenting real situations and real people -- Shell employees."

Last year Shell's advertising campaign carried out the theme of corporate social responsibility with television commercials on the three major networks backed up by print ads at the local and plant city levels. They showed what Shell and Shell people were doing to improve the social or physical environment.

"To see if we were on the right track, we commissioned the Louis Harris organization to survey the public response to our advertising," Hal says. "Our analysis of the Harris findings and feedback from field locations indicated 'corporate social responsibility' was the right theme, but that we were underexposed -- in other words we were

spread too thin."

Plans for the coming year are to continue with the social responsibility theme, showing examples of how Shell and Shell people are involved. Soon crews will be out filming at Shell locations from coast to coast. Some of the subjects under consideration are oil spill research at Shell Pipeline laboratory, environmental conservation at the Norco and Wilmington refineries; the offshore sub-sea program; investments in minority banks; use of Shell's driver training filmstrips; and a Shell dealer's total commitment to improve life in his community.

"Since we were spread too thin in the past campaign, later this year we will concentrate our advertising in target areas through local media -- primarily television and newspapers," Hal says. "We are also looking at several network TV special opportunities to back this up nationally."

The target locations are areas where Shell either has a "high profile" (such as New Orleans or Houston), where we are "heavy on the ground" with facilities or plants, or areas in which we plan to be involved.

"We will be getting our messages out in prime time on local television and in local print media, and showing in concrete terms what we are doing about our community responsibilities and the environment," Hal says. "The corporate advertising program will continue to demonstrate our concern and endeavor to try to make things better."



Maynard Green is a man who says he has "a sort of a sense of mission" about his job. It's a good thing for all concerned that he feels this way; Maynard is responsible for maintenance of some of personal protective gear worn throughout the refinery.

For the past six years, Maynard has been sanitizing, repairing, and packing protective masks, goggles, air carts, and helmets. "Obviously, this equipment has to be in good working shape," Maynard said, "and I personally find the job interesting and full."

The importance of Maynard's position was pointed out by Safety's Fred Hess in this way: "It's vital that this (equipment) be in top condition at all time," Fred Hess said, "as a result the integrity of the individual maintaining it is very important."

Classified ads FOR SALE

Condominium available for weekly rental in Dillon, Colorado. Near ski areas. For information, call Al Grossman, 691.

1971 Cougar XR-7, air conditioned, power steering, brakes. 618-635-2517.

1972 Honda 350 auto. 950 miles. Orange colored, air conditioned. \$615.00. 462-8436 after 5:30 p.m.

Junior Achievement companies start up

Refinery personnel will again provide the advisors to work with 8 Junior Achievement companies in the Alton and Wood River areas. The JA program year begins October 9, and runs into next May.

Five of the Shell sponsored miniature corporations will meet on Thursday at the Alton JA Business Center, 107 Cherry Street, while the remaining three will meet on the same evening at the Wood River Center, 35 W. Ferguson Avenue.

Mike Anderson, Project Engineer, is the coordinating advisor for the teams of Shell people at the two centers. Bob Schultz, Process Engineer, is coordinating advisor for the Alton team, while J.I. Cells will have this responsibility in Wood River.

The Alton advising team includes: Joe Carriere, Don Harker, John Hummel, Tom Berry, Clay Tatum, Bob Tanner, Joel Harmon, Bill Gibson, Gaylord Justice, and Newton Peters. The Wood

River group advisors are: Tom Buller, Jim Neilson, Ralph Wink, and Lyle Stanley.

Both groups will work with the Achievers in all aspects of corporate operations with special emphasis in management techniques, production, sales and accounting.

During the 1971-72 JA year, the Shell-sponsored LIVECO was cited as First Diversified Manufacturing of all 271 JA companies in the metropolitan St.

Louis area.

Approximately 900 high school students are expected to participate in Junior Achievement at the Alton and Wood River Centers. They will form 27 manufacturing companies and two banks which will operate from October through May. All aspects of corporate operations will be handled by the Achievers with assistance where necessary from the business advisors.

Opinion leaders commend Shell

What do a New York stockbroker, a congressman from the state of Washington and a University of Michigan engineering professor have in common? They are just three of many recipients of Shell's booklets on energy who have written to commend the company on these publications.

More than 25,000 copies of the energy booklets issued this year—"The National Energy Position" and "The National Energy Problem"—have been distributed to opinion leaders throughout the country. An ad in Oil Daily tells readers the booklets are theirs for the asking.

"The material pertaining to the national energy problem... has been most helpful to us with our ongoing energy study," said Richard E. Balzhiser, assistant director of the Office of Science and Technology in the executive office of the President.

From Ronald M. Heymann, Commissioner of the Department of Labor and Industry of the State of New Jersey, came a request for 12 additional copies of the

second publication for distribution to his staff. "It was well done and certainly spells out the problem. I am sure members of my staff would find it both informative and useful."

At least one staff member did. Herman C. Simonse, director of the department's Division of Economic Development, followed up by asking for more copies to distribute to the New Jersey Economic Development Council.

Rep. Mike McCormick of Washington, chairman of the House Task Force on Energy, plans to use slides of some of the figures in the booklets when giving speeches. And John Scott, editor of Petroleum Engineer, intends to use some of the material in future editorials and articles dealing with problems facing the oil industry.

Employees who would like to obtain copies of the energy booklets may do so by writing F.H. Roberts, Room 1536, One Shell Plaza, P.O. Box 2463, Houston, Texas 77001.

SERVICE ANNIVERSARIES



Cliff Davidson
Light Oil Processing
40 years



George Mateer
Engineering Office
35 years



John Granger, Jr.
Engineering Field
30 years



Joe Maccanelli
Engineering Field
30 years



Frank Langwisch
Lubricants
30 years



Ray Bishop
Engineering Services
30 years



Glen Zimmerman
Dispatching
30 years



Bill Jurgena
Hydroprocessing
30 years



Andy Jackson
Engineering Field
30 years



Rip Ferrari
Engineering Field
30 years



Glen Cornelison
Light Oil Processing
30 years



Henry Wagner, Jr.
Engineering Field
30 years



Abra Coalson
Light Oil Processing
30 years



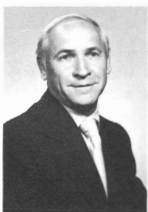
Luther Felton
Purchasing
30 years



Bill Magruder
Utilities
30 years



Austin Rahn
Refinery Lab
30 years



Pick Pickerel, Jr.
Dispatching
30 years



Charlie Martin
Engineering Office
25 years



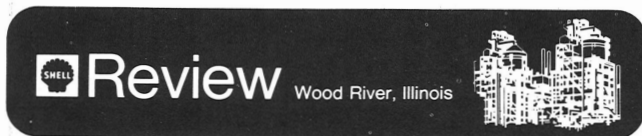
George Favre
Engineering Field
25 years



Pete Tucker
Engineering Field
25 years



Juanita English
Treasury
25 years



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Bill Morris, editor

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